



TEXAS A&M UNIVERSITY SAN ANTONIO

Course Syllabus

MKTG 3342-600

Integrated Marketing Communications
Department of Management & Marketing
College of Business

Course Information	Details
Class Meeting Time and Place:	Thursday 12:30 PM - 1:45 PM, Classroom Hall 205
Class Duration:	August 24–December 11
Instructor:	Dr. Roberto Saldivar
Office:	Business Library Hall 341.F
Telephone:	210-784-2671
E-Mail:	rsaldivar@tamusa.edu , Student emails will receive a reply within two business days.
Office Hours:	Wednesday: 10 AM-1 PM and 3:30-4:30 PM (In-Person or ZOOM), Thursday: 10:00-12:00PM (In-Person or ZOOM)

Catalog Course Description:

Students investigate all elements of the promotional mix to learn how integrated marketing communications plans help organizations achieve their strategic objectives. In addition to learning theoretical best practices for traditional and digital advertising, sales promotion, public relations, and personal selling, students explore how to use artificial intelligence to maximize creativity and return on investment. During the course, students develop an original comprehensive IMC plan for a profit, nonprofit, or public organization. Prerequisite(s): Completion of the College of Business prerequisites, MKTG 3311. TSI Restriction(s): Reading, Math, and Writing

Student Learner Outcomes:

1. Explain the process of using advertising and integrated brand promotion in business.
2. Analyze advertising and integrated brand promotion environments.
3. Recognize the basic concepts for preparing the advertising message—concepts of creativity, message strategy, copywriting, art direction and production.
4. Recognize the basic concepts concerning how to place the message in traditional and new media.
5. Describe how the concept of integrated brand promotion relates to advertising, sales promotion, event sponsorship, product placement, direct marketing, social media, digital marketing, personal selling and public relations.

AACSB Assessment:

The College of Business received AACSB accreditation in Spring 2023. As part of that ongoing process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery and retention of the above course outcomes.

Required Materials

Textbook: Contemporary Advertising and Integrated Marketing Communications, by Weigold and Arens with Connect.

McGraw Connect Customer Service Number: 1-800-331-5094

Blackboard: Students must connect to <http://tamusa.blackboard.com> where they will have access to a copy of this syllabus along with access to eBook for readings, videos, assignments with instructions, PPT lectures slides, assignments grades, and other supplementary materials in Blackboard. Review all the material before completing your assignments to improve your chances of earning a high mark.

Software: Please see the TAMUSA help desk to make sure you receive your login name and password for your TAMUSA login credentials. Students are required to use Zoom and Microsoft Office applications to complete various assignments. These products are available in the computer labs on campus, and students are able to download this software from the Microsoft software center using TAMUSA login credentials (see helpdesk for guidance).

Computer Hardware: You will need a computer with an internet connection, a microphone camera to capture video, and speakers/headphones.

Time: You are expected to spend 4-8 hours per week for the course. Based on the background, some students may require more time. Time spent may be longer when assignment/exams are due.

Other Recommended / Reading Materials: Additional reading materials are available on the course website as recommended by the instructor.

Course Requirements every student must fulfill in order to succeed in the course:

1. Students should regularly check the Calendar, Announcements, and Messages (e-mail) system in Blackboard.
2. Students should keep up to date with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exams early in the semester.
4. Students should ask questions and communicate with the instructor in class, online, or during office hours.
5. Students are responsible for the availability of internet connectivity. Extensions to complete assignments will not be granted due to a lack of internet connectivity.
6. Students should remember that online and hybrid assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online asynchronous courses, there will be no online class session. All material will be made available through Blackboard or online links. Students should keep up with all assigned tasks and assignments.
8. For online synchronous courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, the instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.
 1. The instructor can require students to take examinations using proctoring software as indicated in the Proctored Exams section.
 2. The instructor decides which type of examination works best for the class, and the student must comply with their instructions – as long as they are not required to take an in-class examination or are required to take the examination at one specific time that applies to all students. In other words, the instructor will offer the student some flexibility on test location and the time to sit for the exam.

Course Assignments

Complete instructions for course assignments are provided in Blackboard.

Attendance:

Purpose: (why are we doing this?)

- Regular attendance is a signal of one's commitment to the task.
- This is the easy part, show up before the class begins and do not leave until the class ends.

Class Introduction Video:

Purpose: (why are we doing this?)

- Communication and networking are the keys to success, so it is essential to practice.
- Introduce yourself to the class by recording a video and posting it to blackboard by using the paperclip icon.

Connect Chapter Quizzes:

Purpose: (why are we doing this?)

- Understanding and using key marketing concepts is fundamental to student and professional success.

Exams:

Purpose: (why are we doing this?)

- This is done to ensure that students can store and recall marketing knowledge on demand which will be required in industry.

Application-Based Activity (ABA) Simulation Performance:

Purpose: (why are we doing this?)

- Simulations will help students practice implementing critical elements of the promotional strategy. Specially looking at the impact to segmenting, targeting, and positioning.

Application-Based Activity Simulation Video Reflection:

Purpose: (why are we doing this?)

- The simulation reflection will help students identify and discuss the impact of segmenting, targeting, and positioning on IMC strategy.

IMC Campaign:

Purpose: (why are we doing this?)

- Help you work with a group and gain and understanding of how to develop an IMC campaign for an organization.

Group Guidelines:

Others must pick up the slack when someone drops the ball in a group project. However, when extreme problems with a group member arise, the other students should let me know promptly so that the students may inform the student that they will be dropped from the group. The student who was dropped is still expected to complete all the requirements for the class. All team members must submit their documents.

Late Work and Makeup Policy:

All work will be open from the first day of class, so you are welcome to get ahead of the outlined schedule below. If you miss a deadline for any reason, the specifics for each assignment are outlined below. Just as in life, sometimes you get second chances, and sometimes you don't, and the same goes for this class, as you will see below. Exceptions may be made for students participating in an official university activity or in exceptional circumstances. However, students must provide comprehensive documentation and inform the professor via email before the due date for the missed assignment.

- **Class Introduction Video:** There is an opportunity to complete this assignment after the due date, but with a 30-point penalty regardless of the reason for missing the original date. Student must contact the professor and complete the assignment 24 hours after missing the assignment.
- **Application-Based Activity Orientation Video:** No opportunity will be given for missed assignments in this category.
- **Chapter Quizzes:** No opportunity will be given for missed assignments in this category.
- **Exams:** There is an opportunity to complete a missed exam after the due date, but with a 30-point penalty regardless of the reason for missing the original date. Student must contact the professor via email 24 hours after missing the exam to schedule a date. The exam must be completed before the following class.
- **Application-Based Activity Simulations:** There is an opportunity to complete a missed simulation after the due date, but with a 30-point penalty regardless of the reason for missing the original date. Student must contact the professor via email 24 hours after missing the simulation to schedule a date. The simulation must be completed before the following class.
- **Application-Based Activity Simulation Video Reflection:** There is an opportunity to complete a missed simulation after the due date, but with a 30-point penalty regardless of the reason for missing the original date. Student must contact the professor via email 24 hours after missing the simulation to schedule a date. The simulation must be completed before the following class.
- **IMC Campaign for the College of Business:** There is an opportunity to submit the IMC plan written documents after the due date, but with a 30-point penalty regardless of the reason for missing the original date. However, there is no opportunity to make up a missed presentation related to the project.

Optional Work - SmartBook Activities:

One SmartBook activity per chapter includes fill-in-the-blank, rank order, and multiple-choice questions. This optional assignment does not count towards the overall class grade. However, this is a great tool to practice for quizzes and exams and can be taken as often as possible.

Grading Policy

The final course grade will be based on your performance on the exams and assignments using the following weights.

Individual Assignments:

- Attendance, 10%
- Introduction Video, Application-Based Activity Orientation Video, and Connect Chapter Quizzes 20%
- Midterm Exam, 20%
- Final Exam, 20%
- Application-Based Activity Simulation Performances, 10%
- Application-Based Activity Simulations Video Reflection, 5%

Group Assignments:

- IMC Campaign for the College of Business, 15%

Grading Criteria:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = <60

Tentative Class Schedule

The professor reserves the right to amend this class schedule at any time but will inform you of any changes in advance. All due dates are in Central Time Zone. Abbreviations are as followed: DBC; Due Before Class, DED; Due at End of the Day.

Week: Week 1

Date: 8/27

Topic/Readings:

- None

Assignments/Tasks/Assessments:

- Class Overview
- Submit Introduction Video, DED 8/28
- Application-Based Activity Orientation Video, DED 8/28

Week: Week 2

Date: 9/3

Topic/Readings:

- Ch 1 Advertising and IMC Today
- Ch 2 The Big Picture: The Function of Advertising and Its Evolution

Assignments/Tasks/Assessments:

Connect Quizzes: DED 9/4

- Ch 1
- Ch 2

Week: Week 3

Date: 9/10

Topic/Readings:

- Ch 3 The Big Picture Economic, Ethical and Regulatory Aspects
- Ch 4 The Scope of Advertising: From Local to Global

Assignments/Tasks/Assessments:

Connect Quizzes: DED 9/11

- Ch 3
- Ch 4

Week: Week 4

Date: 9/17

Topic/Readings:

- Ch 5 Marketing and Consumer Behavior: The Foundations of IMC
- Ch 6 Marketing Segmentation and the Marketing Mix: Determinants of a Campaign Strategy

Assignments/Tasks/Assessments:

Connect Quizzes: DED 9/18

- Ch 5
- Ch 6

Week: Week 5

Date: 9/24

Topic/Readings:

- Ch 7 Research: Gathering Information for IMC Planning
- Ch 8 Marketing and IMC Planning

Assignments/Tasks/Assessments:

Connect Quizzes: DED 9/25

- Ch 7
- Ch 8

Week: Week 6

Date: 10/1

Topic/Readings:

- Midterm Exam in Class

Assignments/Tasks/Assessments:

- Midterm Exam (Ch. 1-8): Bring Scantron and Pencil to Class

Week: Week 7

Date: 10/8

Topic/Readings:

- Ch 9 Planning Media Strategy: Disseminating the Message

Assignments/Tasks/Assessments:

- Start Market Segmentation: MPoppins Backpacks- Simulation on 10/5
- Complete Market Segmentation: MPoppins Backpacks- Simulation, DED on 10/9

Connect Quizzes: 10/9

- Ch 9

Week: Week 8

Date: 10/15

Topic/Readings:

- Ch 10 Creative Strategy and the Creative process
- Ch 11 Creative Execution Art and Copy

Assignments/Tasks/Assessments:

- Start Target Audience Identification: Recycled Treads-Simulation on 10/12
- Complete Target Audience Identification: Recycled Treads-Simulation, DED on 10/16

Connect Quizzes: 10/16

- Ch 10
- Ch 11

Week: Week 9

Date: 10/22

Topic/Readings:

- Ch 12 Using Print Media
- Ch 13 Using Audio and Video Media

Assignments/Tasks/Assessments:

- Start Positioning Strategy: HealthFizz Sports Drink-Simulation on 10/19
- Complete Positioning Strategy: HealthFizz Sports Drink-Simulation, DED on 10/23

Connect Quizzes: 10/23

- Ch 12
- Ch 13

Week: Week 10

Date: 10/29

Topic/Readings:

- Ch 14 Using Digital Interactive Media

Assignments/Tasks/Assessments:

- Complete Application-Based Activity Simulation Video Reflection, DED on 10/29

Connect Quizzes: DED 10/30

- Ch 14

Week: Week 11

Date: 11/5

Topic/Readings:

- Ch 15. Using Social Media

Assignments/Tasks/Assessments:

Connect Quizzes: DED 11/6

- Ch 15

Week: Week 12

Date: 11/12

Topic/Readings:

- Ch. 16 Using Out-of-Home, Exhibitive and Supplementary Media

Assignments/Tasks/Assessments:

Connect Quizzes: DED 11/13/25

- Ch 16

Week: Week 13

Date: 11/19

Topic/Readings:

- IMC Campaign Workday

Assignments/Tasks/Assessments:

- Work towards completing IMC Campaign workday

Week: Week 14

Date: 11/26

Topic/Readings:

- Thanksgiving Holiday - No Class

Assignments/Tasks/Assessments:

- Work towards completing IMC Campaign
- Study for Final Exam

Week: Week 15

Date: 12/4

Topic/Readings:

- Final Exam in Class

Assignments/Tasks/Assessments:

- Final Exam (Ch. 9-18): Bring Scantron and Pencil to Class

Week: Week 16

Date: 12/10 (12:1:50 PM)

Topic/Readings:

- IMC Campaign Presentation in Class

Assignments/Tasks/Assessments:

- IMC campaign framework and three-page memo DED on 12/8
- Presentation

IMPORTANT POLICIES AND RESOURCES

University Email Policy and Course Communications: All correspondence between professors and students must occur via university email accounts. You must have your Jaguar email account ready and working. If it is not working, contact the help desk at helpdesk@tamusa.edu or at 210-784-HELP (4357). If you don't hear back within 48 hours, contact them again. They have many requests during the first part of the semester, so you may need to follow up with them.

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us at the [website](#) or email us at dss@tamusa.edu. All students are encouraged to discuss their academic accommodation with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202. Online tutoring is also available for after hours and weekend assistance.

While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

Appointments available MATH Walk in Tutoring – No appointment needed

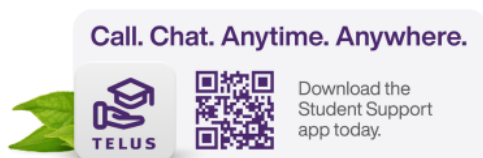
	Appointments available	Walk in Tutoring – No appointment needed
MONDAY	8 am – 6 pm	9 am – 5 pm
TUESDAY	8 am – 6 pm	9 am – 5 pm
WEDNESDAY	8 am – 6 pm	9 am – 5 pm
THURSDAY	8 am – 6 pm	9 am – 5 pm
FRIDAY	8 am – 5 pm	11 am – 4 pm

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, visit our website, call 210-784-1331 or visit Madla 120 between the hours of 8:00 AM and 5:00 PM.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy,

crisis intervention, consultation, case management, and prevention services. *Crisis support is available 24/7/365 by calling the SCC at 210-784-1331 or through the TELUS student support App.*

The TELUS Student Support App provides a variety of mental health resources to including 24/7/365 support for in the moment distress, crisis support, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.



Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification system. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>. More information on emergency response may be found at: [Emergency Operations Plan](#) and the [Emergency Action Plan](#). Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (the first week of class) will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Jaguar Writing, Language, and Digital Composing Center (WLDCC): The WLDCC provides support to graduate and undergraduate students in all three colleges as well as faculty and staff. Writing tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. The WLDCC offers face-to-face, synchronous online, and asynchronous digital appointments. Students can schedule appointments with the WLDCC in JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. Students wanting to work in realtime with a tutor can schedule an "Online Appointment." Students wishing to receive asynchronous, written feedback from a tutor can schedule an "eTutoring" appointment. More information about what services we offer, how to make an appointment, and how to access your

appointment can be found on our [website](#) . The WLDCC can also be reached by emailing wldcc@tamusa.edu.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a [CARE report](#) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources. A food pantry is available on campus; click [here](#) for hours and contact information.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the wide variety of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or titleix@tamusa.edu.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking based on sex, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as

confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related sex-based misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Young Jaguars can support parenting students with daycare if students meet this criteria: (1) must be enrolled in classes at Texas A&M-San Antonio in the current semester, (2) must be Pell eligible or a single parent, (3) child(ren) must be aged 3 to 12-years-old, and (4) child(ren) must be enrolled in Pre-K-3 through 6th grade. Hours of operation is Monday-Thursday 3:30pm-9:00pm. For more information, please contact Young Jaguars at youngjaguars@tamusa.edu or call (210) 784-2636.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and

responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#) or visit the resources available in the [OSRR website](#)

Important Fall 2026 Dates:

Dates	Event
August 20	Tuition & Fee Payments deadline
August 24	First day of class
September 7	Labor Day Holiday – No Classes / University Closed
September 9	Census Date – Students not paid in full or enrolled in a payment plan by 4:59 pm may be dropped for non-payment
October 5 – October 16	Midterm grading period
November 13	Last day to drop with an automatic “W”
November 25	Study Day – No classes
November 26-November 28	Thanksgiving Holiday – No Classes / University Closed
November 30	Last day to drop a course or withdraw from the University
December 4	Last day of classes
December 5 – December 11	Final exams
December 15	Commencement

The complete [academic calendar](#) is available online

Course AI Policy:**Broader Use of Generative AI Permitted Within Guidelines**

Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio’s standards of academic integrity.